

Annual Report

May 2019 to April 2020



Proud to serve



A message from Chris Coleman, Stagecoach Oxfordshire Managing Director.

The people who travel with us aren't just customers, they're our friends and neighbours; they're commuters, school kids, shoppers, day trippers and we're proud to serve them every day.

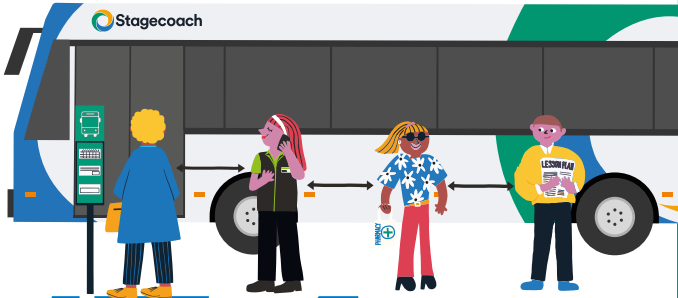
We are a leading bus operator in Oxfordshire, connecting communities, supporting economic growth and working to protect our local environment.

This annual report covers the year May 2019 to April 2020 and outlines some of the headline facts and stats in our business and our key areas of focus.

Key facts & stats

10.1 million

bus miles served

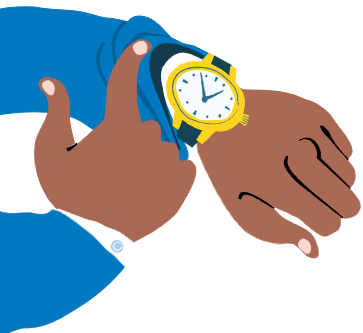


17.4

million passengers carried

168

buses and coaches



98.5%

Reliability - timetabled journeys operated

75.9%

Punctuality

Total no of employees



450

Drivers

36

Office/admin/
advisory roles



65

Maintenance
staff



76%

of departures
from Oxford city
operated with
euro 6 engines

19,400

Twitter following*

6,150

Facebook likes*



*Combined Stagecoach local bus and Oxford Tube

Our passengers

95%

Customer satisfaction

Each year, we welcome representatives from Transport Focus on board our buses to carry out a satisfaction survey amongst our customers.

Thank you to everyone who took the time to complete this in Autumn 2019 (over 450 passengers took part in the survey).

The results to us as a company are invaluable to help us to further improve the service we offer. For the 3rd year running and since the surveys began, we have seen the overall score for customer satisfaction increase and in 2019 this score reached 95%, which is an increase of 1% on 2018.

Passengers travelling with Stagecoach in Oxfordshire ranked high satisfaction across a number of areas, including safety and accessibility and we saw particular improvements in scores for interior cleanliness and value for money (+2%). The overall satisfaction score amongst Stagecoach passengers ranked 2% higher than the county's combined score of 93%.



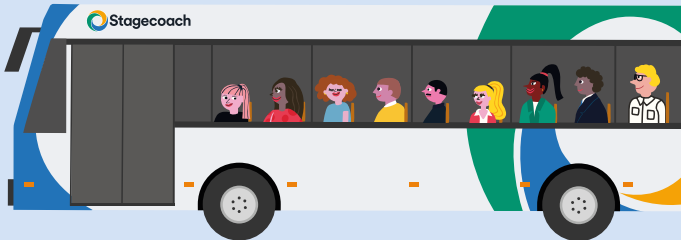
Our fleet

In October 2019 we invested £5 million in 21 MMC E400 double deck buses for our Witney fleet.

The Fleet introduced new onboard customer facilities including USB charging points, LED reading lights and audio and visual next stop bus announcements. The new investment replaced Witney's gold fleet which was introduced in 2009 onto the S1 and S2 linking West Oxfordshire to the City Centre.

Our services

10.1
million miles



We have routes all over the county from Banbury, Bicester, and Witney to Wantage and Abingdon.

Our buses also go as far as Brackley and the popular Oxford Tube coach service takes people to London 365 days a year.

Last year our buses travelled over 10.1 million miles.

We continue to seek ways to improve our services so that they provide what our customers are looking for and we work in partnership with the local authority, Oxfordshire County Council on all bus matters.

505 to Brackley and Bicester

We launched a new express bus service connecting the town of Brackley to Bicester Village Railway Station in January 2020, after public funding was secured by Northamptonshire County Council.

The route provided residents in both Brackley and Bicester with a new transport link, connecting people with jobs, family, friends, great shopping and entertainment. Buses in the peak hours are co-ordinated to connect with London commuter trains with the first bus and last bus of the day also connecting Middleton Cheney and Farthinghoe with Bicester.

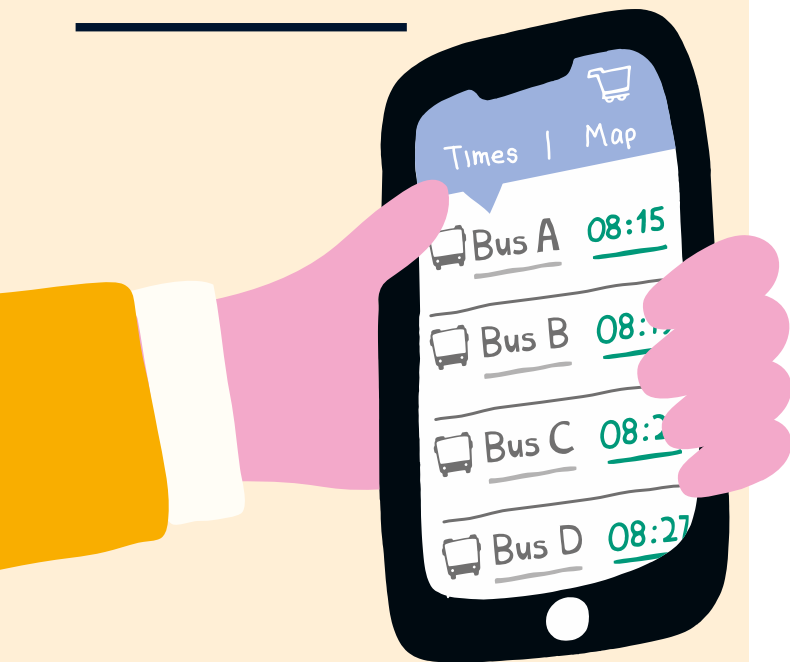


Oxford Tube enhancement

In January 2020 we introduced a significantly improved timetable for our Oxford Tube coach service to London with increased frequency and a brand new express service to Baker Street.

The changes amounted to an additional 13,446 seats between Oxford and London each week, while fares remained the same. Frequency is a key priority to passengers using this service and the introduction of these additional trips delivered more departure choices, increased frequency and a greater degree of flexibility.

Customer experience



App improvements

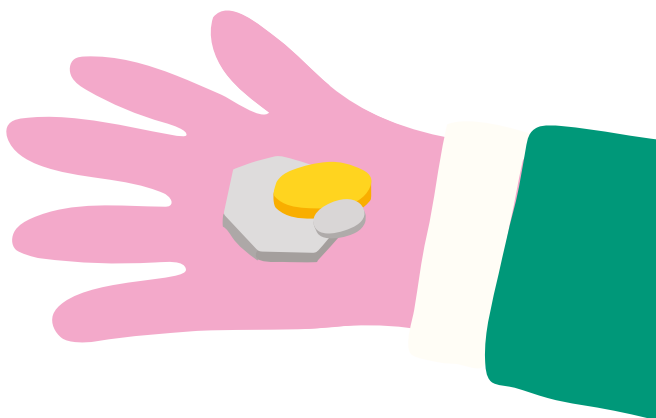
Version 2 of the Stagecoach Bus App launched in October 2019 providing users with a new menu for easy navigation, new interactive map to track buses and improved function of existing features. These features include clear bus times with expected arrivals, simple journey planning, easy access to mobile tickets, ability to quickly save favourite buses, stops and journeys.

Before the onset of the pandemic, we started to explore QR Code technology to develop our mobile ticketing. This is an exciting project that we are keen to revisit once our services are back up and running to pre-Covid timetables.

Our fares

We continue to improve our customer offer whilst also offering value for money with a Stagecoach price freeze since March 2019 for both local bus and Oxford Tube services.

Stagecoach is a member of the Oxford SmartZone multi-operator ticketing scheme offering flexible options for passengers travelling around the City. Oxford SmartZone ticket prices increased slightly in January 2020.



Our staff



Highest scoring questions:

- I have a clear idea of my job responsibilities.
- Stagecoach is customer focused.
- The training I have received has prepared me for the work I do and I am proud to work for Stagecoach.

Each year, our employees take part in an anonymous online staff survey.

This year's results revealed an employee engagement rate of 79% in 2019, a 4% increase on last year's score and 9% more than the company-wide score.

The survey revealed an improved score across every question relating to staff engagement and the company. Most significantly improved areas included:

- Leaders and managers support diversity in the workplace (recognising and respecting the value of human differences).
- Sufficient effort is made to get the opinions and ideas of employees at Stagecoach.
- Good performance is recognised and rewarded by Stagecoach.

We are proud to know that 84% of our employees would recommend the company to a friend and we are working to further improve the communication and engagement with all of our teams. We hold regular staff forums to ensure there is a two-way open dialogue between staff and the senior leadership team. This helps to foster a collaborative and supportive culture where staff feel they can raise and discuss issues that are affecting them and about the wider business.

We have a mobile workforce and find using technology can help us to engage with over 500 staff through our staff intranet.

We continue to invest in training our teams, 2019 was arguably our biggest year for training as we took on a total of 90 new drivers across local bus and the Oxford Tube to account for the growth of our coach service.

Our Environment

In 2019 Stagecoach Oxfordshire retained the Christopher Ball Memorial Award for a fifth consecutive year, beating 17 other Stagecoach regions.

The award recognises consistent high levels of professional, safe and green driving over the previous 12 month period.

The award is given to the region with the lowest overall GreenRoad score. The GreenRoad system is installed on all Stagecoach vehicles and uses a traffic-light LED system on the dashboard which gives drivers instant feedback on their driving performance, encouraging smoother, safer, and more fuel-efficient driving.

DfT Bus Town Fund

In partnership with Oxfordshire County Council and other bus operators in Oxfordshire we submitted a joint bid to the DfT for their Electric Bus Town fund 'Expression of Interest'. We continue to campaign that bus travel is a major part of the solution to congestion and pollution. In 'normal' circumstances a bus can carry around 70 car drivers and the average large family car is around 4.8 metres long. This means one bus can save more than 330 metres of traffic queues, helping reduce congestion and emissions and it is our ambition to help spread this message across the county.



Our brand and values

In January 2020 Stagecoach unveiled a brand new look for our iconic buses, shaped by the needs of our customers who we proudly serve across the UK, every day.

We also revisited our company values and how these are underpinned through the behaviour of our people in order to deliver our new brand promise

‘Proud to Serve. The great value transport company that proudly connects the communities of Britain’

The five brand values that now inform our brand message, identity and personality are as follows:



We're go getting

We always look for new opportunities and ideas that drive our business forward and create great experiences for our customers.



We do the right thing

We treat our colleagues, our customers and our environment with warmth, honesty and respect.



We're in it together

We're stronger together. We are one team who believe and trust in one another, where everyone's contribution is valued.



We keep it simple

We're at our best when we keep things simple. We strive for clarity at every stage, removing complication where we find it.



We care

We take pride in caring for every one of our customers and colleagues every single day.

The new brand embodies our commitment to being **proud to serve** all of our current customers, encourage new customers to use the bus and show the important role we play in connecting people to the people and places that matter most.

Our community

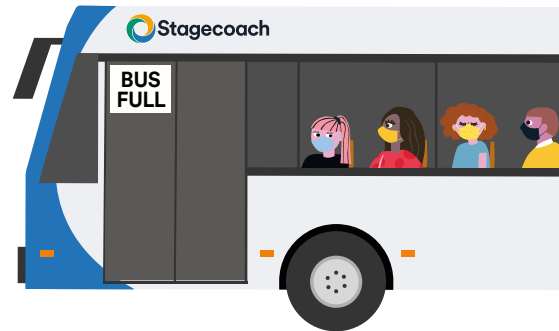


Throughout the Covid-19 pandemic our absolute priority has been to keep our customers and employees safe.

We have continued to operate our services throughout and play a crucial role in ensuring that key workers, such as NHS staff and the people vital to the food supply chain, are able to get into work.

When the UK went into lockdown we moved to special temporary timetables whilst ensuring that we continued to serve critical routes.

We've also put a range of extra measures in place to make sure our customers feel confident in using our services, including strict cleaning regimes and social distancing measures, which we know are their biggest priorities.



Our buses also have protective screens to provide a physical barrier between the driver and passenger and we encourage contactless payments.

We are hugely proud of the fantastic efforts of all of our employees in response to the crisis. Our own key workers have made a huge contribution to the national effort and we thank every one of them and our customers for their on-going support.

Public transport, particularly bus services, will continue to play a crucial role in the country's recovery ahead. As well as helping to restart our economy, they are vital in bringing normality back to many areas of our daily lives, keeping families and communities connected and continuing to contribute to a safer, cleaner and healthier region.

We will continue to work with government and other key stakeholders on the important role that our bus services have in the future ahead.

Contact us

Email: oxford.enquiries@stagecoachbus.com

Stagecoach Oxfordshire and Oxford Tube,
Horspath Road, Cowley, Oxford, OX4 2RY
Tel: **01865 772250**

If you are unhappy with any of our responses you may contact The Bus Appeals Body.

All appeals should be addressed to:

BAB, c/o Bus Users UK, PO Box 119, Shepperton
TW17 8UX

Tel: **0300 111 0001**

E-mail: enquiries@bususers.org

Website: www.bususers.org

Public Transport route and information



traveline
public transport info
0871 200 22 33

Monday to Friday
7.00am – 8.00pm

Saturday and Sunday
8.00am – 8.00pm

Calls cost 12 pence per minute plus your phone company's access charge.

stagecoachbus.com